

Index of 1976

Articles and Authors

Indexed on the following pages are articles and authors that have appeared in **real estate today** in 1976. Copies of all articles listed here are available from University Microfilms, Inc., 300 Zeeb Road, Ann Arbor, Michigan 48106.

ADVERTISING

Advertising: The Creation of a Winner, March 1976, pp. 19-32.
Creating an Advertising Budget, by Jack Conway, November/December 1976, pp. 48-49.

ADVERTISING: BILLBOARDS

Top Billing for Company Image, by Thomas N. Fannin, August 1976, pp. 24-29.

ADVERTISING: CLASSIFIED

Classified Ads: Give 'Em What They Want!, by Gary B. Warstler, January 1976, pp. 14-17.

ADVERTISING: EFFECTIVENESS

Measuring Public Awareness, by John Donnelly, July 1976, pp. 4-6.
Turning Ad Calls into Appointments, by Sam Young, March 1976, pp. 50-52.

AUCTIONS

The Art of Real Estate Auctioning, by David M. Kaufman, March 1976, pp. 4-9.

BOARDS: REAL ESTATE

The Play's the Thing!, by Maxine L. P. Ordway, January 1976, pp. 48-49.

CASH FLOW ANALYSIS

Analyzing Investment Alternatives, by Jerry Smith, July 1976, pp. 46-52.
How To Use Compound Interest and Discount Tables To Sell Real Estate, by Fred P. Becker, May/June 1976, pp. 54-60.

CITIES

Integration: A Success Story, by A. Richard Gloor, April 1976, pp. 50-53.

CIVIL RIGHTS

Integration: A Success Story, by A. Richard Gloor, April 1976, pp. 50-53.
Recruiting and Selecting: Good Business and the Law, by Jeanne Greenberg and Herbert M. Greenberg, October 1976, pp. 30-32.

COMMERCIAL PROPERTY: BROKERAGE

Apartment Buildings, by Leon Thomas, April 1976, pp. 29-34.
The Art of Real Estate Auctioning, by David M. Kaufman, March 1976, pp. 4-9.
Case Study: A Limited Partnership for Syndication, by Harold Elledge, January 1976, pp. 60-61.
Case Study: Syndication for Condominiums, by Eugene Matanky, January 1976, pp. 57-59.

1976 Index

How To Market A Corner (of a Warehouse, That Is), by Ralph E. Oppen, January 1976, pp. 46-47.

Labyrinth or Transaction?, Joyce Gardenhire, February 1976, pp. 45-47.

Matchmaking for Investment, Part I, by Kenneth J. Hatten, William J. Poorvu, Howard H. Stevenson, October 1976, pp. 4-17.; **Part II**, November/December 1976, pp. 16-18.

No Easy Answer! by Marion G. Hunt, May/June 1976, pp. 8-9.

Office Buildings, by Jerome L. Reiss, April 1976, pp. 39-43.

Saving America's Housing, by Gordon J. Greene, February 1976, pp. 28-30.

So You Want To Form a Syndication, by Don Levi, January 1976, pp. 50-56.

COMMERCIAL PROPERTIES: FINANCE

Variable Rate Mortgages: A Solution?, by Howard M. Benedict, September 1976, pp. 26-29.

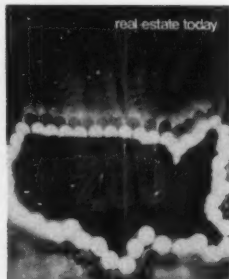
CONDOMINIUMS

Condominium Resales: Tapping a New Market, by Nick Mason, September 1976, pp. 38-40.

CONSUMER PROTECTION

Consumer Protection and Real Estate, by Robert G. Clark, October 1976, pp. 50-52.

Do REALTORS® and Consumers Think Alike?, by John R. Darling and Donald W. Hackett, March 1976, pp. 14-18.



EMPLOYEES: TRANSFER OF

Corporate Transferees: One Company's Program, by Kenneth R. Kuhn, February 1976, pp. 38-40.

Corporate Transferees: The Current Scene, by H. Chris Collie, February 1976, pp. 36-37.

EXCHANGES

Partners in Exchange, by Cornelius A. Dolby, July 1976, pp. 10-12.

Why Exchange?, by Irene Tolbert, March 1976, pp. 42-43.

FEASIBILITY STUDIES

Cost-Revenue Impact Analysis, by Michael S. Levin, August 1976, pp. 4-13.

Preparing an Environmental Impact Statement, by Daniel J. Lutenegeger, August 1976, pp. 14-19.

INCOME TAXES: REAL ESTATE TRANSACTIONS

Get 'Em While They're Young, by Paul Scherer, November/December 1976, pp. 12-15.

The Property Tax Under Fire, by Henry C. Chen, November/December 1976, pp. 4-8.

INDUSTRIAL PROPERTY: BROKERAGE

Industrial Properties, by Charis Zeigler, April 1976, pp. 24-28.

Locacion, Locacion, Locacion, by Clint Martin, January 1976, pp. 18-19.

Marketing Industrial Property Over the Phone, by Stanley D. Greenblatt, May/June 1976, pp. 18-20.

LAND: DEVELOPMENT

Cost-Revenue Impact Analysis, by Michael A. Levin, August 1976, pp. 4-13.

Preparing an Environmental Impact Statement, by Daniel J. Lutenecker, August 1976, pp. 14-19.

LISTINGS

Aim for Nonconformity, by Gary Shapiro, July 1976, pp. 22-24.

Convert the FSBO, by O.E. Boston, July 1976, pp. 34-37.

Discover the Sellers' Motivation, by Len Church, July 1976, pp. 41-44.

Listing Buyers for a Fee, by Renee Ponto, September 1976, pp. 50-53.

Price To Sell, by John O. Roy, July 1976, pp. 30-33.

Put Yourself in the Sellers' Shoes, by Art Godi, July 1976, pp. 38-40.

Raise a Crop of Listings with the Farm System, by Phillip D. Clodgo, September 1976, pp. 22-23.

Teach Sellers Showmanship, by Sven Nylund, July 1976, pp. 25-29.

MORTGAGE MARKET

Keeping on Top of the Money Market, by Marcia Grier, August 1976, pp. 20-23.

The Single-Family Home: An Endangered Species?, February 1976, pp. 4-10.

PARTNERSHIPS

Case Study: A Limited Partnership for Syndication, by Harold Elledge, January 1976, pp. 60-61.

Partners in Exchange, by Cornelius A. Dolby, July 1976, pp. 10-12.

PSYCHOLOGY

Coping with Personalities, by James Graham, November/December 1976, pp. 56-59.

Discover the Sellers' Motivation, by Len Church, July 1976, pp. 41-44.



Guidelines for Counseling, by Norman G. Middleton, April 1976, pp. 15-17.

The Heart of the Matter, by Marilyn R. Boening, October 1976, pp. 20-22.

Is Your Personality Killing You?, July 1976, pp. 58-61.

Keep It in Mind, by Everett L. Butler and Barbara A. Bruhn, September 1976, pp. 34-36.

Put Yourself in the Sellers' Shoes, by Art Godi, July 1976, pp. 38-40.

Who's in the Driver's Seat?, by Thomas H. Lawrence, January 1976, pp. 20-22.

REAL ESTATE AS INVESTMENT

Analyzing Investment Alternatives, by Jerry Smith, July 1976, pp. 46-52.

Matchmaking for Investment, Part I, by Kenneth J. Hatten, William J. Poorvu, Howard H. Stevenson, October 1976, pp. 4-17; **Part II**, November/December 1976, pp. 16-18.

The Rental House: A Good Place to Buy, Tim Keller, February 1976, pp. 14-15.

Shopping Center Check List, by

1976 Index

REAL ESTATE AS PROFESSION

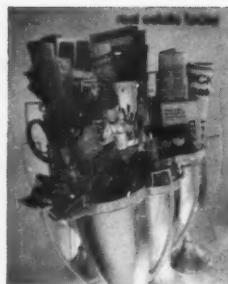
Education, Licensing and Professionalism (a series of articles), October 1976, pp. 42-49.
Our Land: Early Housing Forms In America, April 1976, pp. 20-22.
Our Land: The Frontier and the American Character, March 1976, pp. 38-40.
Our Land: Government and Land Use Regulation, September 1976, pp. 44-48.
Our Land: Its First 200 Years, January 1976, pp. 4-11.
Our Land: Letters Home, July 1976, pp. 18-20.
Our Land: Life in the Early Cities, February 1976, pp. 18-21.
Our Land: The Next 200 Years, November/December 1976, pp. 52-55.
Our Land: Political Cartoons, August 1976, pp. 38-42.
Our Land: Slogans of the Westward Movement, May/June 1976, pp. 38-42.
Our Land: A Thoughtful Retrospective, October 1976, pp. 26-29.
Professionalization in Real Estate, Arthur L. Wright, November/December 1976, pp. 36-39.
Real Estate's Higher Education, Joseph Miro Davis, November/December 1976, pp. 40-42.

REAL ESTATE: FOREIGN

Locacion, Locacion, Locacion, by Clint Martin, January 1976, pp. 18-19.

REAL ESTATE MARKET ANALYSIS

Cost-Revenue Impact Analysis, by Michael S. Levin, August 1976, pp. 4-13.
Demography: A Selling Tool, by R. L. Skabanek, August 1976, pp. 56-58.
The Single-Family Home: An Endangered Species?, February 1976, pp. 4-11.



REAL ESTATE OFFICES: ACCOUNTING

The Company Dollar, October 1976, pp. 24-25.
The Company Dollar: A Vital Budgeting Tool, by Jerry T. Carter, January 1976, pp. 32-35.
Creating an Advertising Budget, by Jack Conway, November/December, pp. 48-49.

REAL ESTATE OFFICES: CONSTRUCTION

Designed to Grow, by E. Everette Huskey, May/June 1976, pp. 61-63.
The French Influence, by William D. Saffold, April 1976, pp. 54-55.
Growing Up, Not Out, by Peter J. Van Slooten, September 1976, pp. 54-55.
Joint-Ventured Real Estate Office, by David D. Roberts, October 1976, pp. 53-55.
Streamlined for Efficiency, by N. Keith Emge, March 1976, pp. 60-61.

REAL ESTATE OFFICES: DESIGN AND PLANS

Back to the Original, by Jim Vermilya, February 1976, pp. 54-55.
The Casual Chic, by James B. Wood, November/December 1976, pp. 60-61.
Designed to Grow, by E. Everette Huskey, May/June 1976, pp. 61-63.
The French Influence, by William D. Saffold, April 1976, pp. 54-55.
Growing Up, Not Out, by Peter J. Van Slooten, September 1976, pp. 54-55.

Joint-Ventured Real Estate

Office, by David D. Roberts, October 1976, pp. 53-55.

Moving Next Door, by Thomas E. McBride, July 1976, pp. 62-63.

Small But Beautiful, by Charis Zeigler, January 1976, pp. 62-63.

Southwestern History Restored, by James J. Matison, August 1976, pp. 62-63.

Streamlined for Efficiency, by N. Keith Emge, March 1976, pp. 60-61.

REAL ESTATE OFFICES: FORMS OF ORGANIZATION

Power in Numbers, by Carl F. Schmidt, Jr., July 1976, pp. 54-56.

REAL ESTATE OFFICES: MANAGEMENT

Classified Ads: Give 'Em What They Want!, by Gary B. Warstler, January 1976, pp. 14-17.

The Company Dollar, October 1976, pp. 24-25.

The Company Dollar: A Vital Budgeting Tool, by Jerry T. Carter, January 1976, pp. 32-35.

Company Growth— Which Way To Go? (a round table discussion), May/June 1976, pp. 21-40.

Management Case Studies: Problems and Solutions (a series of articles), September 1976, pp. 4-20.

Measuring the Market, by William C. Weaver, July 1976, pp. 7-8.

Measuring Public Awareness, by John Donnelly, July 1976, pp. 4-6.

When Time Equals More Than Money, by Dorothy J. Martin, October 1976, pp. 38-40.

Why Are Salespeople Well Paid? by Kimberly H. Smith, May/June 1976, pp. 4-7.

REHABILITATION

Rehabilitation: The Prescription for Success (a series of articles), November/December, pp. 19-33.

SALE BY OWNER

Convert the FSBO, by O.E. Boston, July 1976, pp. 34-37.

SALES CONTESTS

Investments in Incentive, April 1976, pp. 4-14.

SALES MANAGEMENT

A War on Open Listings, by Loretta Sokol, February 1976, pp. 52-53.

SALES MANAGERS

Meaningful Managers' Meetings, by Clem Buckley, February 1976, pp. 34-35.

Training Programs: The Basics, by Paul G. Reinke, August 1976, pp. 46-49.

Management Case Studies: Problems and Solutions (a series of articles), September 1976, pp. 4-20.

SALESMANSHIP

Aim for Nonconformity, by Gary Shapiro, July 1976, pp. 22-24.

Be Your Own Best Listener, by Merlin B. Coslick, February 1976, pp. 48-50.

Controlled Selling, H. James Krauser, September 1976, pp. 41-43.

Convert the FSBO, by O.E. Boston, July 1976, pp. 34-37.



Coping with Personalities, by James Graham, November/December 1976, pp. 56-59.

Discover the Sellers' Motivation, by Len Church, July 1976, pp. 41-44.

Do You Give at the Office? May/June 1976, pp. 16-17.

Get 'Em While They're Young, by Paul Scherer, November/December 1976, pp. 12-15.

1976 Index

How's Your Product

Knowledge?, by Shirley Perkins, January 1976, pp. 38-40.

Information Packets: Production and Use, by Dan R. Robinson II, March 1976, pp. 54-59.

Knock on Doors for Knock-Out Sales, by Mac Heavener, Jr., August 1976, pp. 44-45.

Large House, Small Market, by Louis D. Duff, February 1976, pp. 26-27.

A Little Expertise Goes a Long Way!, by Ann Harayda, February 1976, pp. 22-24.

The Heart of the Matter, by Marilyn R. Boening, October 1976, pp. 20-22.

Marketing Industrial Property Over the Phone, by Stanley D. Greenblatt, May/June 1976, pp. 18-20.

Nothing Succeeds Like Success, by John R. Williams, October 1976, pp. 34-37.

Objections Overruled (a round table discussion), August 1976, pp. 32-37.

Planning: A Key to Marketing Success, by Ann Harayda, November/December 1976, pp. 44-47.

Price To Sell, by John O. Roy, July 1976, pp. 30-33.

Prospect for Profit, by Raymond I. Fancher, September 1976, pp. 30-33.

Put That Business Card To Work, by H. Paul Iacobucci, April 1976, pp. 46-48.

Put Yourself in the Sellers' Shoes, by Art Godi, July 1976, pp. 38-40.

Raise a Crop of Listings with the Farm System, by Philip D. Clodgo, September 1976, pp. 22-23.

Singling Out a New Market, by Helen Iams, November/December 1976, pp. 10-11.

The Soft Sell Works!, by Dorothy Nicoloff, March 1976, pp. 34-36.

Teach Sellers Showmanship, by Sven Nylund, July 1976, pp. 25-29.

Turning Ad Calls into Appointments, by Sam Young, March 1976, pp. 50-52.

Who's in the Driver's Seat, by Thomas H. Lawrence, January 1976, pp. 20-22.

SALES MEETINGS

My Most Successful Sales Meeting, March 1976, pp. 44-49.

SALESPEOPLE: COMPENSATION

Investments in Incentive, April 1976, pp. 4-14.

Why Are Salespeople Well Paid?, by Kimberly H. Smith, May/June 1976, pp. 4-7.

SALESPEOPLE: SELECTION AND TRAINING

Keep It in Mind, by Everett L. Butler and Barbara A. Bruhm, September 1976, pp. 34-36.

The Play's the Thing!, by Maxine L. P. Ordway, January 1976, pp. 48-49.

Recruiting and Selecting: Good Business and the Law, by Jeanne Greenberg and Herbert M. Greenberg, October 1976, pp. 30-32.

Training Programs: The Basics, by Paul G. Reinke, August 1976, pp. 46-49.

Training Programs: The Specifics, by Jim C. Jones, August 1976, pp. 50-55.

SHOPPING CENTERS

Shopping Center Check List, by Lee Weisinger, February 1976, pp. 42-44.

Shopping Centers, by Marty Goodman, April 1976, pp. 35-38.

SINGLE-FAMILY HOMES: BROKERAGE

Demography: A Selling Tool, by R. L. Skrabanek, August 1976, pp. 56-58.

For Sale: A Solar Home, by Jack Elliott, August 1976, pp. 59-61.

Get 'Em While They're Young, by Paul Scherer, November/December 1976, pp. 12-15.

Large House, Small Market, by Louis D. Duff, February 1976, pp. 26-27.

The Rental House: A Good Place to Buy, by Tim Keller, February 1976, pp. 14-15.

The Rental House: An Untapped Market?, by Ben R. Franklin, February 1976, pp. 11-13.

The Single-Family Home: An Endangered Species?, February 1976, pp. 4-11.

SINGLE-FAMILY HOMES: CONSTRUCTION

Construction 101, by Kenneth L. Mathys, January 1976, pp. 41-44.

The CTS System: A Uniform Method for Describing Houses, by Henry S. Harrison, January 1976, pp. 24-31.

For Sale: A Solar Home, by Jack L. Elliott, August 1976, pp. 59-61

How's Your Product Knowledge?, by Shirley Perkins, January 1976, pp. 38-40.

SINGLE-FAMILY HOMES: FINANCE

Variable Rate Mortgages: A Solution? by Howard M. Benedict, September 1976, pp. 26-29.

The Single-Family Home: An Endangered Species?, February 1976, pp. 4-11.

Those Government Folks, by Nicholas R. Monte, Jr., May/June 1976, pp. 10-14.

Making the Most of Financing, by Donald H. McIntosh, and Calvin J. Harris, May/June 1976, pp. 48-52.



SYNDICATES

Case Study: A Limited Partnership for Syndication, by Harold Elledge, January 1976, pp. 60-61.

Case Study: Syndication for Condominiums, by Eugene Matanky, January 1976, pp. 57-59.

So You Want To Form a Syndication, by Don Levi, January 1976, pp. 50-56.

TIME MANAGEMENT

When Time Equals More Than Money, by Dorothy J. Martin, October 1976, pp. 38-40.

AUTHORS

Becker, Fred P., How to Use Compound Interest and Discount Tables To Sell Real Estate, May/June 1976, pp. 54-60.

Benedict, Howard M., Variable Rate Mortgages: A Solution?, September 1976, pp. 26-29.

Boening, Marilyn R., The Heart of the Matter, October 1976, pp. 20-22.

Boston, O.E., Convert the FSBO, July 1976, pp. 34-37.

Bruhn, Barbara A., Keep It in Mind, September 1976, pp. 34-36.

Buckley, Clem, Meaningful Managers' Meetings, February 1976, pp. 34-35.

Butler, Everett L., Keep It in Mind, September 1976, pp. 34-36.

Carter, Jerry T., The Company Dollar: A Vital Budgeting Tool, January 1976, pp. 32-35.

Chen, Henry C., The Property Tax Under Fire, November/December 1976, pp. 4-8.

Church, Len, Discover the Sellers' Motivation, July 1976, pp. 41-44.

Clark, Robert G., Consumer Protection and Real Estate, October 1976, pp. 50-52.

Clodgo, Phillip D., Raise a Crop of Listings with the Farm System, September 1976, pp. 22-23.

1976 Index

Collie, H. Cris, Corporate Transferees: The Current Scene, February 1976, pp. 36-37.

Conway, Jack, Creating an Advertising Budget, November/December 1976, pp. 48-49.

Conslick, Merlin B., Be Your Own Best Listener, February 1976 pp. 48-50.

Darling, John R., Do REALTORS® and Consumers Think Alike?, March 1976, pp. 14-18.

Davis, Joseph Miro, Real Estate's Higher Education, November/December 1976, pp. 40-42.

Dolby, Cornelius A., Partners in Exchange, July 1976, pp. 10-12.

Donnelly, John, Measuring Public Awareness, July 1976, pp. 4-6.

Duff, Louis D., Large House/Small Market, February 1976, pp. 26-27

Elledge, Harold, Case Study: A Limited Partnership for Syndication, January 1976, pp. 59-61.

Elliott, Jack L., For Sale: A Solar Home, August 1976, pp. 59-61.

Emge, N. Keith, Streamlined for Efficiency, March 1976, pp. 60-61.

Fancher, Raymond I., Prospect for Profit, September 1976, pp. 30-33.

Fannin, Thomas N., Top Billing for Company Image, August 1976, pp. 24-29.

Franklin, Ben R., The Rental House: An Untapped Market?, February 1976, pp. 11-13.

Gardenhire, Joyce, Labyrinth or Transaction?, February 1976, pp. 45-47.

Gloor, A. Richard, Integration: A Success Story, April 1976, pp. 50-53.

Godi, Art, Put Yourself in the Sellers' Shoes, July 1976, pp. 38-40.

Goodman, Marty, Shopping Centers, April 1976, pp. 35-38.

Graham, James, Coping with Personalities, November/December 1976, pp. 56-59.



Greene, Gordon J., Saving America's Housing, February 1976, pp. 28-30.

Greenberg Herbert M., Recruiting and Selecting: Good Business and the Law, October 1976, pp. 30-32.

Greenberg, Jeanne, Recruiting and Selecting: Good Business and the Law, October 1976, pp. 30-32.

Greenblatt, Stanley D., Marketing Industrial Property Over the Phone, May/June 1976, pp. 18-20.

Grier, Marcia, Keeping on Top of the Money Market, August 1976, pp. 20-23.

Hackett, Donald W., Do REALTORS® and Consumers Think Alike?, March 1976, pp. 14-18.

Harayda, Ann, A Little Expertise Goes a Long Way! February 1976, pp. 22-24; Planning: A Key to Marketing Success, November/December 1976, pp. 44-47.

Harris, Calvin J., Making the Most of Financing, May/June 1976, pp. 48-52.

Harrison, Henry S., The CTS System: A Uniform Method for Describing Houses, January 1976, pp. 24-31.

Hatten, Kenneth J., Matchmaking for Investment, Part I, October 1976, pp. 4-17; Part II, November/December 1976, pp. 16-18.

Heavener, Mac, Jr., Knock on Doors for Knock-Out Sales, August 1976, pp. 44-45.

Hunt, Marion G., No Easy Answer!, May/June 1976, pp. 8-9.

Huskey, E. Everette, Designed To Grow, May/June 1976, pp. 61-63.

Iacobucci, H. Paul, Put That Business Card To Work, April 1976, pp. 46-48.

Iams, Helen, Singling Out a New Market, November/December 1976, pp. 40-11.

Jones, Jim C., Training Programs: The Specifics, August 1976, pp. 50-55.

Kaufman, David M., The Art of Real Estate Auctioning, March 1976, pp. 4-9.

Keller, Tim, The Rental House: A Good Place To Buy, February 1976, pp. 14-15.

Krauser, H. James, Controlled Selling, September 1976, pp. 41-43.

Kuhn, Kenneth R., Corporate Transferees: One Company's Program, February 1976, pp. 38-40.

Levi, Don, So You Want To Form A Syndication, January 1976, pp. 50-56.

Levin, Michael S., Cost-Revenue Impact Analysis, August 1976, pp. 4-13.

Lutenegger, Daniel J., Preparing an Environmental Impact Statement, August 1976, pp. 14-19.

Martin, Clint, Locacion, Locacion, Locacion, January 1976, pp. 18-19.

Martin, Dorothy J., When Time Equals More Than Money, October 1976, pp. 38-39.

Mason, Nick, Condominium Resales: Tapping A New Market, September 1976, pp. 38-40.

Matanky, Eugene, Case Study: Syndication for Condominiums, January 1976, pp. 57-59.

Mathys, Kenneth L., Construction 101, January 1976, pp. 41-44.

Matison, James J., Southwestern History Restored, August 1976, pp. 62-63.

McBride, Thomas E., Moving Next Door, July 1976, pp. 62-63.

McIntosh, Donald H., Making the Most of Financing, May/June 1976, pp. 48-52.



Middleton, Norman G., Guidelines for Counseling, April 1976, pp. 15-17.

Monte, Nicholas R., Jr., Those Government Folks, May/June 1976, pp. 10-14.

Nicoloff, Dorothy, The Soft Sell Works!, March 1976, pp. 34-37.

Nylund, Sven, Teach Sellers Showmanship, July 1976, pp. 25-29.

Opper, Ralph E., How to Market a Corner (of a Warehouse, That Is), January 1976, pp. 46-47; From Distressed to Success, November/December 1976, pp. 28-29.

Ordway, Maxine L. P., The Play's the Thing!, January 1976, pp. 48-49.

Perkins, Shirley, How's Your Product Knowledge?, January 1976, pp. 38-40.

Ponto, Renee, Listing Buyers for a Fee, September 1976, pp. 50-53.

Poorvu, William J., Matchmaking for Investment, Part I, October 1976, pp. 4-17; Part II, November/December, pp. 16-18.

Reinke, Paul G., Training Programs: The Basics, August 1976, pp. 46-49.

Reiss, Jerome L., Office Buildings, April 1976, pp. 39-43.

Roberts, David D., Joint-Ventured Real Estate Office, October 1976, pp. 53-55.

Robinson, Dan R. II, Information Packets: Production and Use, March 1976, pp. 54-59.

Ruffer, Donald, And Mini, Mini More, November/December 1976, pp. 30-33.

Saffold, William D., The French Influence, April 1976, pp. 54-55.

Scherer, Paul, Get 'Em While They're Young, November/December 1976, pp. 12-15.

Schmidt, Carl F., Jr., Power in Numbers, July 1976, pp. 54-56.

Shapiro, Gary, Aim for Nonconformity, July 1976, pp. 22-24.

Skrabanek, R. L., Demography: A Selling Tool, August 1976, pp. 56-58.

Smith, Jerry, Analyzing Investment Alternatives, July 1976, pp. 46-52.

1976 Index

Smith, Kimberly H., Why Are Salespeople Well Paid?, May/June 1976, pp. 4-7.

Sokol, Loretta, A War on Open Listings, February 1976, pp. 52-53.

Stevenson, Howard H., Matchmaking for Investment, Part I, October 1976, pp. 4-17; Part II, November/December 1976, pp. 16-18.

Taber, Marjorie, A School for Thought, November/December 1976, pp. 20-25.

Thomas, Leon, Apartment Buildings, April 1976, pp. 29-34.

Tolbert, Irene, Why Exchange?, March 1976, pp. 42-43.

Walldorf, Rudy, The Winning Combination, November/December 1976, pp. 26-27.

Warstler, Gary B., Classified Ads: Give 'Em What They Want, January 1976, pp. 14-17.

Weaver, William C., Measuring The Market, July 1976, pp. 7-8.

Weisinger, Lee, Shopping Center Check List, February 1976, pp. 42-44.

Williams, John R., Nothing Succeeds Like Success, October 1976, pp. 34-37.

Wood, James B., The Casual Chic, November/December 1976, pp. 60-61.

Wright, Arthur L., Professionalization in Real Estate, November/December 1976, pp. 36-39.

Van Slooten, Peter J., Growing Up, Not Out, September 1976, pp. 54-55.

Vermilya, Jim, Back to the Original, February 1976, pp. 54-55.

Young, Sam, Turning Ad Calls into Appointments, March 1976, pp. 50-51.

Zeigler, Charis, Industrial Properties, April 1976, pp. 24-28; Small But Beautiful, January 1976, pp. 62-63.



